

LEXICAL AMBIGUITY FOUND IN BEAUTY PRODUCT SLOGANS ON TV ADVERTISEMENTS

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ABSTRAK: Penelitian ini bertujuan untuk mengetahui jenis-jenis kedwimaknaan slogan produk kecantikan pada iklan di televisi. Penulis menggunakan teori kedwimaknaan menurut Murphy dan teori makna oleh Leech dalam mendukung analisa ini. Penelitian ini menggunakan metode deskriptif kualitatif. Dalam proses pengumpulan data, penulis mengidentifikasi semua slogan iklan kecantikan pada channel televisi Indonesia yang telah ditentukan. Hasil penelitian menunjukkan bahwa ada dua jenis kedwimaknaan yang ditemukan dalam slogan produk kecantikan pada iklan tersebut. Dua tipe itu adalah polisemi dan homonim. Sedangkan maknanya yaitu konseptual dan konotatif yang sering ditemukan dalam proses analisa data.

Kata Kunci: *Kedwimaknaan, Makna, Slogan, Produk Kecantikan*

ABSTRACT: The purpose of this study was to find out the types of lexical ambiguity of beauty product slogans in television advertisements. It was used lexical ambiguity theory proposed by Murphy and theory of meaning by Leech to support this analysis. This study used descriptive qualitative method. In the process of collecting data, it was identified all the beauty product advertisements that contain the slogan. On the Indonesian television channels that had been determined. The results of the study showed that there are two types of diversity found in the slogan of beauty products in the advertisement; polysemy and homonym. While the meaning is conceptual and connotative which are often found in the data analysis process.

Keywords: *Lexical Ambiguity, Meaning, Slogan, Beauty Products*

INTRODUCTION

Nowadays, advertisement greatly influences human life in the world. Why it is very influential because what is used in advertising is the language, which in the language there are words, phrases and sentences. From words, phrases or sentences that make people interested and here the language is used that can persuade people to buy the products advertised. On the other hand, people usually dress or do something sometimes by imitating what is on the advertisement. Advertising is all forms of paid non-personal communication about an organization, product, service, or idea by the sponsor identified to promote the merchandise to the audience or reader (Morissan, 2010:17). We find many of these advertisements in various media such as electronic media like television, radio, and the internet and also in print media (magazines, newspapers and, brochures). Besides, most people prefer electronic media to keep up with the developments that occur, one of them is Television, which we can see and hear (audiovisual). Many people watch advertisements via Television. In advertisements besides being promoted through oral we also find writings in each product advertised and that is called the slogan and from this slogan advertisers can attract the attention of the audience or readers.

The slogan in advertisements on Television, where the language is packaged and made as attractive as possible by advertisers uses everyday language used by everyone, with the aim of attracting the attention of viewers or readers of the advertised product (Thorne, 1997: 262). Slogans that often appear are slogans on advertisements for food products, drinks and also on beauty products. The writings contained in the advertisement of beauty products are writings that give rise to various interpretations from viewers who watch the advertisement, according to their way of thinking and also their respective levels of education and the writing contains lexical

ambiguity. Not only in writing but what is conveyed by the speaker or advertiser also attracts various interpretations because in his most similar words. Fromkin, et al. (2011:180) states that ambiguity is “the property of having more than one linguistic meaning”. A word, phrase, or sentence is ambiguous if it has multiple meanings and it belongs to the semantic scope. Ambiguous meaning or ambiguity means multiple interpretations of a sentence or word.

Advertising language is the language used in everyday conversation and is made by advertisers only to influence and convince viewers of their sales products. Advertisers use all means to persuade viewers or readers, not only to use attractive images but they also use word choices or diction. Besides, food and beverage products, beauty products are also very closely related to human life. Language and its meanings which are advertised of beauty products are important to study because one of the users must also know and understand the words related to the purpose and benefits of the ingredients of the product, perhaps contains, harmful chemicals like mercury, hydroquinone, paraben and triclosan that can damage human skin. Therefore, it is interested to conduct the study entitled Lexical Ambiguity Found in Beauty Product Slogans on the Advertisements.

LITERATURE REVIEW

Meaning

Meaning is a relationship between two sorts of things, that is signs and the kinds of things they mean (intend, express, or signify). Leech (1981:9) classifies meanings into 7 types; (1) *Conceptual meaning* is sometimes called denotative meaning or cognitive meaning and in a broad sense this meaning is considered a central factor in language communication. The aim of conceptual meaning is to provide an appropriate semantic representation to a sentence or statement. A sentence is made of abstract symbols. Conceptual meaning helps us to distinguish one meaning from the meaning of other sentences; (2) *Connotative meaning* or figurative meaning is the communicative value of an expression according to what has been referred to, exceeding above its purely conceptual content. It is something that goes beyond mere referent of a word and hints at its attributes in the real world. It is something more than the dictionary meaning. Thus purely conceptual content of ‘woman’ is + human + female + adult but the psychosocial connotations could be ‘gregarious’, ‘having maternal instinct’ or typical (rather than invariable) attributes of womanhood such as ‘babbling’, ‘experienced in cookery’, ‘skirt or dress wearing’ etc; (3) *social meaning* is the meaning conveyed by the piece of language about the social context of its use is called the social meaning. The decoding of a text is dependent on our knowledge of stylistics and other variations of language. We recognize some words or pronunciation as being dialectical i.e. as telling us something about the regional or social origin of the speaker. Social meaning is related to the situation in which an utterance is used; (4) *affective meaning* is a meaning which closely related to someone’s attitude to the listener or attitude to something she or he is talking about. It also conveys politeness in which “tone of voice” and also emotional expression are something important to be considered. Affective meaning refers to what is conveyed about the feelings and attitudes of speaking through the use of language (attitude towards the hearer as well as attitude towards what he says); (5) *reflected meaning* is the meaning which arises in case of multiple conceptual meaning when one sense of a word forms part of our response to another meaning. It means that one sense of particular affects the understanding and usage of all the other sense of word. This is usually caused when familiarity with one sense of a word effects of our interpretation of another sense; (6) *collocative meaning* consists of the associations which a word acquires on the account of the meanings of words which tend to occur in its environment. The common examples of collocative meaning are the words pretty and handsome. They are mostly used to describe the term “good-looking”; (7) *thematic meaning* is meaning which is communicated by the way in which a speaker or writer

organizes the message, in terms of ordering, focus, and emphasis. In the term of ordering, the thematic meaning can be seen in the difference of active and passive sentence.

Ambiguity

Ambiguity is a term that is related to the meaning of words, phrases, or sentences. That meaning can be interpreted in some ways by the viewers because the words, phrases, or sentences have more than one meaning (Fromkin, et al., 2011:180). According to Fauziati (2011:75), a word or a sentence is ambiguous when it can be interpreted in more than one ways." in understanding an ambiguous word or sentence requires a longer process to interpret it. Kempson (1997:123) stated there is little problem in deciding whether a sentence is ambiguous because what should be counted as ambiguity. In the sentence "He has good legs", for some people it might be ambiguous or not. *First*, She has healthy legs (She has no varicose veins, no broken bones). *Second*, she has beautiful legs(the shape of legs is good). To figure out the exact meaning or the message conveyed in the ambiguous words sentences, it demands the specific context.

In addition, Ullmann (2001:156) defines ambiguity as a linguistic condition that can arise in various ways. From a linguistic perspective, he distinguishes ambiguity into three forms such as phonetic, grammatical, and lexical. Ambiguity can occur in every situation in daily conversation or in books.

According to Kreoger (2005:115), ambiguity is a sentence or word that has more than one meaning, this type of sentence is said to be ambiguous, meaning that the same string of words can be interpreted in more than one way. There are several ways to classify ambiguity. Hurford and Heasley (in Jazeri, 2012:128) say that the two types of ambiguity are lexical ambiguity and structural ambiguity, and also categorizing ambiguity into three levels: lexical ambiguity, surface structure ambiguity and deep or fundamental structural ambiguity. Cruse (2006:66), distinguishes four types of ambiguity: pure syntactic ambiguity, quasi-syntactic ambiguity, lexicon-syntactic ambiguity, and pure lexical ambiguity.

Based on two experts above, Murphy (2010:84) divides as two kinds of lexical ambiguity there are: Homonymy and Polysemy. Homonymy means unrelated words which have the same spoken or written form, but it is also possible that the unrelated words have the same spoken and written forms. Meanwhile, a word that has two or more meanings which are still related each other is polysemy. (1) Homonymy. Murphy (2010:84) explains homonymy happens when two forms of meanings involve two different lexemes that just happen to have the same spoken and written forms or it also can be the same either spoken or written form. It means homonymy happens in the case of two or more lexemes that have the same form of pronunciation or spelling or it also can be similar in both forms, but the meaning is unrelated each other. In accordance with Jackson & Entienne (2000:61), homonymy refers to a situation in which two or more lexemes have the same shape. The shape of words in homonymy is considered as similar sound or written form. It also can be similar both in sound and written forms. However, homonyms are also considered separate lexemes that have unrelated meanings. Homonymy is specifically categorized into three types; i.e. homograph which is related with written form of word, and homophone which is related with the spoken form of word, and absolute which is related with written and spoken forms; (2) *Polysemy*. According to Jackson and Etienne (2000:58), the term polysemy is derived from the Greek "poly" which means many and "semeion" which means sign. Meanwhile, Murphy (2010:84) states that polysemy refers to the situation where a word has two or more distinct meanings, but those are still related in sense. It can be said that the sense might be similar, but the meaning is different based on the context of the words. The meaning of a single word can be different and it depends on the context of the word. It can cause the difficulty to

determine the exact meaning of one word in a particular context. Besides, this is what is meant by meaning and sense. In general, meaning refers to the understanding of human through a word or sign which can be seen as the definition of something. Sense is defined as a relationship between the words or expressions of a single language which holds between those words or expressions and what that expression stands for on a particular occasion of its utterance

METHOD

The data of the study were obtained through careful observation on the natural setting where the research was conducted. Descriptive qualitative method is used in this research to analyze the ambiguous words, phrase and sentences found in slogans advertisements on TV. Here more emphasized on the meaning of the ambiguous expression found words in beauty product slogans on TV advertisements. The research data was taken from four TV channels: (SCTV, RCTI, MNCTV, GTV) watched for three consecutive days and at different times from 10th - 12th December 2019.

DISCUSSION

Lexical Ambiguity

Homonymy

Murphy (2010:84) argue that homonymy is the case of two or more lexemes that have the same form of pronunciation or spelling or it also can be similar in both forms, but the meaning is unrelated each other.

*Emina : because you were born to be loved
(The meaning of the slogan above is that women are very loved figures
so they must always take care of themselves).
(Source: SCTV : 00.00.16)*

The slogan includes lexical ambiguity in which the slogan above explains that women who are born in this world are actually to be loved which is not visible from their behavior alone but appearance that must always be considered, especially in terms of facial skin care. The lexical ambiguity inherent in the slogan is homonymy. why is it called a homonym because from the word love in general and the word love in this slogan can mean "deep affection for someone" and "to like or really enjoy something". The word love in the slogan above can be interpreted into these two meanings. Many people misinterpret the two of them, but actually the word love refers to a strong feeling of deep affection for somebody. This slogan shows that the women must always look beautiful and charming because in reality the woman is gentle and always loved. Seen from the slogan above, the advertiser here attracts the attention of the viewers that this product has undoubted quality and they seem to convince the audience that if someone uses this product she looks beautiful and also the skin is so bright.

*Shinzui: Karena putih itu shinzui
Because white it shinzui
(only Shinzui can make skin bright)
(Source: RCTI: 00.00.13)*

The slogan above contains lexical ambiguities in which the slogan can lead to interpretation. The slogan Because White is Shinzui is to convince buyers that this product is the best that can make a person's skin bright and charming. In this case, the type of lexical confusion contained in this slogan is homonymy which in the slogan contains ambiguity in the word white. The white word in the above slogan is called ambiguous which can be interpreted as two meanings, namely "snow and milk colored" and "pale skinned person". Many people misinterpret the two, but actually the word white refers to people who have pale skin which means only shinzui can brighten the skin so that it looks whiter like white Japanese women and women who use shinzui must be

white. Here the advertisers convince viewers that only Shinzu products can make women's skin so bright and charming.

Olay: the best in beauty just got better
(someone's beauty if always taken care of it will even look better)
(source: RCTI: 00.00.31)

The slogan contains lexical ambiguity which in the slogan assures us that beauty must always be cared for in order to be even better. Lexical ambiguity contained in this slogan is homonymy which in the slogan contains ambiguity on the best word. The best word in the slogan above is called ambiguous which can be interpreted by two meanings, namely "the best quality" and "the highest standard. Many people misunderstand the two, but in fact the best words refer to the highest standard which surpasses all others indicating that this product is superior to similar products. From the slogan *the best in beauty just got better* above advertisers convince their viewers that the product has superior quality in caring for someone's skin.

Vaseline: kekuatan memperbaiki
Power repair
(the quality of vaseline can treat and repair skin from inside and outside).
(Source: MNCTV: 00.00.16)

This slogan contains lexical ambiguity which this slogan shows that the quality of this product is very good because it can evenly care for the skin from inside and outside. In this case the type of lexical ambiguity contained in this slogan is homonymy which in the slogan contains ambiguity in the word power. The word power in the slogan above is called ambiguous, which can be interpreted by two meanings, namely "the ability to control people or objects" and "to move things very quickly with great power". Many people misunderstand this slogan but actually the word power here is to show that vaseline products have the power to treat and repair damaged skin. Here the advertiser attracts the interest of the audience that vaseline products are able to repair and treat damaged skin so that it returns to a healthy and smooth appearance.

L'oreal paris: because you're worth it
(women are valuable figures so they should always take care of their skin with something of high quality)
(Source: RCTI: 00.00.31)

This slogan is ambiguous in which this slogan shows that a valuable person must use a quality product. The lexical ambiguity contained in this slogan is homonymy in which the word worth is attached. The word worth in this slogan explains that women deserve the best. The word worth in the slogan above is called ambiguous, which can be interpreted by two meanings, namely "good or pleasant enough", namely financial value and practical or moral value. Many people misinterpret the two, but actually the word worth in this slogan refers to practical financial and moral values that encourage women to treat themselves to be the best, besides that women also deserve to be the best in everything, not only the best quality of life. Here the advertiser attracts the audience by making sure that the *L'oreal paris* product is an expensive product and is suitable for use and has best quality.

Biore : free your pores
(the pores will disappear with the best solution)
(source: RCTI: 00.00.16)

Based on Murphy's (2010) explanation, this slogan contains ambiguity, which in this slogan shows that one can easily remove the pores on the face when using the product. The kind of lexical ambiguity contained in this slogan is homonymy in which the word is free. The word free in the slogan above is called ambiguous which can be interpreted by two meanings, namely "uncontrolled" and "eliminating something that is unpleasant". Many people misunderstand the two, but actually the word free refers to removing something unpleasant which shows

the benefits of this product where this product can help remove pores and dark spots on the skin. This product is able to root out dead skin cells and is also able to remove excess facial pores.

Poise: Bright Solution For Your Brighter Skin

(the meaning of the slogan is that there are good ways to lighten one's skin easily)

(source: RCTI: 00.00.31)

Kinds of lexical ambiguity that contained in this slogan is homonymy which in this slogan contains the ambiguity in the word bright. The word bright in the slogan above is called ambiguous which can be interpreted two meanings namely "full of light" and "make something lighter". Many people misinterpret the two of them, but actually the word bright refers to make something lighter which to show that poise products has the strength to care the skin. Advertisers point out that this product is the best solution in terms of lightening someone's skin.

In addition the datum 18 shows a slogan :

Red A : ready to be me

(the meaning is that a person begins to be confident and ready to be oneself under any circumstances)

(source: MNCTV: 00.00.31)

Kinds of lexical ambiguity that contained in this slogan is homonymy which in this slogan contains the ambiguity in the word ready. The word ready in this slogan explain that all of women in the world must be their own self and always be confident. The word ready in the slogan above is called ambiguous which can be interpreted two meanings namely "fully prepared" and "to prepare somebody or something". Many people misinterpret the two of them, but actually the word ready refers to fully prepared which this slogan encourages women everywhere to always accept themselves as they are and remain confident and be themselves. Here the advertisers convince the viewers that this product is able to make a person appear confident in any situation.

Polysemy

Murphy (2010:84) argue that polysemy is a word that has several meanings and the similar sense.

Dove: all you need is dove

(here shows that dove provides everything we want and we need)

(Source: SCTV: 00.00.16)

The slogan above contains ambiguity in which dove products have provided all the care we need without having to think again. The type of lexical ambiguity contained in this slogan is polysemy contained in the word pigeon and in the above slogan it is called ambiguous which can be interpreted by two meanings, namely "bird" and "person who advocates peace". Many people interpret the word dove in their slogan as a bird, but actually the word dove here symbolizes a woman's personality which is synonymous with peace, loyalty, purity, tenderness and beauty. Here the advertisers are showing the viewers that this dove product is a very complete product so that anything they want is available from hair to skin care.

Rexona: setia setiap saat

Loyal every time

(The meaning of this slogan is that someone's armpits will always be dry all day without disturbing activities).

(Source: GTV: 00.00.16)

The slogan above contains ambiguity which with rexona our armpits will dry anytime. Kinds of lexical ambiguity here is polysemy which in this slogan contains the ambiguity in the word loyal. The word loyal in the slogan above is called ambiguous which can be interpreted two meanings namely "remaining faithful to somebody or something" and "remain in its stance". Many people misinterpret the two of them, but actually the word Loyal refers to remaining faithful to somebody or something which is using Rexona our armpits will always stay dry at any time wherever and whenever we are. Here the advertisers convince the viewers that this deodorant product is able to lock the sweat so that the underarms stay dry all day long.

Sariayu: *cantik* *seutuhnya*
Beautiful completely

(This slogan shows that someone looks completely beautiful with good care)

(Source: SCTV: 00.00.31)

The slogan shows the kinds of lexical ambiguity contained in this slogan is polysemy which in this slogan contains the ambiguity in the word beautiful. The product has a slogan that's "cantik seutuhnya" (completely beautiful). The word beautiful in this slogan explain that users who have fine hair and skin that is bright and soft after using this product, and looks pleasant and pleasing to the eye. The word beautiful in the slogan above is called ambiguous which can be interpreted two meanings namely "Pleasing the sight or mind" and "Very good". Many people misinterpret the two of them, but actually the word beautiful refers to very good which this slogan encourages women to always feel they have complete beauty after using this product. Judging from the slogan above, the advertiser shows that the quality of this product is very good and this product can make someone look completely beautiful from the outside and from the inside.

Zwitsal: *beautiful ways to care for baby's*

(This slogan makes it clear that there is a good way to take care of baby's skin and there is no need to worry about it).

(source: SCTV: 00.00.14)

As well as the above slogan indicates the kinds of lexical ambiguity contained in this slogan is polysemy which in this slogan contains the ambiguity in the word beautiful. The word beautiful in the slogan above is called ambiguous which can be interpreted two meanings namely "Pleasing the sight or mind" and "Very good". Many people misinterpret the two of them, but actually the word free refers to pleasing the sight or mind which to show that something in positive impact and have a esthetic sense. So, people who see will also feel happy with the end result after using the product. Here the advertiser shows that this baby care product is of better quality than the others where this product uses ingredients that are good for baby's skin and make the baby feel comfortable after wearing it.

Wardah: *feel the beauty*

(Beauty that radiates not only outside but has a kind heart as well)

(source: RCTI: 00.01.54)

In Wardah: feel the beauty, it shows the kinds of lexical ambiguity contained in this slogan is polysemy which in this slogan contains the ambiguity in the word beauty. The word beauty in the slogan above is called ambiguous which can be interpreted two meanings namely "Pleasing the sight or mind" and "a person or thing that is beautiful". Many people who interpret something beautiful can be seen, but beauty also comes from within like positive thinking, positive feelings, self-confidence and also inner beauty which make these women have better personalities. The advantage of this product is which can make someone who uses it can feel the beauty that comes from within, in the sense that someone can be confident and always think positively and certainly look prettier than before.

Pixy: *my beauty, my energy*

(Beauty can give energy and self-confidence to someone)

(Source: MNCTV: 00.00.46)

Kind of lexical ambiguity contained in this slogan is polysemy which in this slogan contains the ambiguity in the word beauty. The word beauty in the slogan above is called ambiguous which can be interpreted two meanings namely "the quality of being pleasing to the sense" and "a person or thing that is beautiful". Many people misinterpret the two of them, but actually the word beauty refers to the quality of being pleasing to the sense which this slogan invites women to unleash their beautiful potential, which if a person looks beautiful, she will be confident, comfortable and energized. This product has a reliable quality that someone after using this product will feel extraordinary beauty and have a deeper energy for activity and be more confident.

Garnier : tampil canti alami dengan garnier
 Look beaut naturally with garnier
 (someone will look pretty like not using any treatment looks very natural).
 (Source: MNCTV: 00.00.16)

This slogan indicates the kind of lexical ambiguity contained in this slogan is polysemy which in this slogan contains the ambiguity in the word beautiful. This product has a slogan that is "*tampil cantik alami dengan garnier*" (look naturally beautiful with garnier) The word beautiful in the slogan above is called ambiguous which can be interpreted two meanings namely "Pleasing the sight or mind" and "Very good". Many people misinterpret the two of them, but actually the word beautiful in this slogan refers to very good which is here show the quality of this product that the users can look beautiful and also naturally handsome even without makeup.

Lux : *Declare your beauty*
 (a woman can confidently show everyone that she is beautiful and extraordinary)
 (Source: GTV: 00.00.16)

Declare your beauty indicates the kinds of lexical ambiguity contained in this slogan is polysemy which in this slogan contains the ambiguity in the word declare. The word declare in the slogan above is called ambiguous which can be interpreted two meanings namely "Announce publicly" and "To make clear". many people misinterpret this slogan but actually the word declare here is the users of this product are privileged by women to be more confident with their appearance after using this product and aims to motivate women to let her beauty enchant those around which they look more fresh and beautiful than just being seen. The advantage of this product is that it can make a woman appear confident after using it and is able to show her beauty to everyone without hesitation.

Marina : kecantikan bersemangat
 Beauty vibrant
 (Here the meaning is that the inner spirit is always energetic and charming).
 (Source: SCTV: 00.00.31)

In slogan *beauty vibrant* indicates the kinds of lexical ambiguity contained in this slogan is polysemy which in this slogan contains the ambiguity in the word vibrant. The word vibrant in the slogan above is called ambiguous which can be interpreted two meanings namely "full of life and energy" and "very bright and strong". Many people misinterpret the two of them, but actually the word vibrant refers to full of life and energy which that the women not only look beautiful but can be more active, stronger and more confident. This product can make someone feel fresh and always excited in activities because the fragrance is so soft and makes the skin feel brighter and smooth.

Citra : kilau cantik alami
 Luster beautiful naturally
 (Someone will look naturally beautiful as if they are not wearing anything).
 (Source: SCTV: 00.00.16)

Kind of lexical ambiguity contained in this slogan is polysemy which in this slogan contains the ambiguity in the word naturally. This product has a slogan that is "*kilau cantik alami*" (naturally beautiful luster). The word naturally in the slogan above is called ambiguous which can be interpreted two meanings namely "without special treatment or action" and "qualities that a person or animal is born with". Many people misinterpret the two of them, but actually the word naturally refers to without special treatment or actions which this product has a very good quality where its users will look naturally beautiful like not using any treatment.

Mustika ratu : pusaka lindonesia
 heritage Indonesia
 (beauty treatment that has become a legend that has been passed down from a traditional way and the quality is guaranteed)
 (Source: MNCTV: 00.00.30)

Kind of lexical ambiguity contained in this slogan is polysemy which in this slogan contains the ambiguity in the word heritage. The product has a slogan that is "Pusaka Indonesia" (Indonesian heritage). The word heritage in the slogan above is called ambiguous which can be interpreted two meanings namely "tradition" and "qualities that a country". Many people misinterpret the two of them, but actually the word heritage refers to tradition which to explains that there is an ingredient in this product that has been used for generations. This product is an Indonesian product that is of very good quality and the product is made with natural ingredients, these ingredients are heritage and can make Indonesian women's skin look healthier, brighter and smoother.

You : long lasting beauty
(beauty will always shine throughout the day even though you have a busy activity).
(Source: GTV: 00.00.30)

The slogan contains ambiguity which the slogan show us that someone is beautiful which if this product is used it will last long on the skin even though we have been active all day and we still look beautiful. Kinds of lexical ambiguity here is polysemy which in this slogan contains the ambiguity in the word beauty . The word beauty in the slogan above is called ambiguous which can be interpreted two meanings namely "Pleasing the sight or mind" and "a person or thing that is beautiful". The advantage of this product is that if someone uses it it can look beautiful all day long and the makeup stays on the face.

Meaning of Ambiguous Expression

Leech (1981) classifies meaning into 7 types, namely conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. In this study, there are 2 meanings found.

Conceptual Meaning

Leech (1981:9) argues that Conceptual meaning is sometimes called denotative meaning or cognitive meaning and in a broad sense this meaning is considered a central factor in language communication. :

Emina: Because you were born to be loved
(the meaning of the slogan above is that women are very loved figures so they must always take care of themselves)

The slogan above shows that the women must always look beautiful and charming because in reality the woman is gentle and always loved. The slogan because you were born to be loved can be indicated in the conceptual meaning or better known as the meaning of denotation. Sometimes this meaning is called 'denotative' or 'cognitive'. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary. The word love in this slogan explains that women are always respected and respected figures.

Shinzui: Karena putih itu shinzui
(the purpose of this slogan is to show that only shinzui can make skin bright)

In the slogan " karena putih itu shinzui" (because white is shinzui) shows it is intended that only Shinzui can brighten the skin so it looks whiter like Japanese women who have white skin and women who use shinzui must have white skin. The slogan because white is beauty can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary. y, the word white can mean " having the colour of snow and milk" and " people who have pale skin ".

Olay: the best in beauty just got better
(someone's beauty if always taken care of it will even look better)

The slogan "the best in beauty just got better" above can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual

meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary.

*Vaseline: kekuatan memperbaiki
(the quality of vaseline can treat and repair skin from inside and outside).*

This slogan shows that vaseline product is able to treat and repair the skin of women who are damaged to look healthier. The slogan power of repair can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary.

*Rexona: setia setiap saat
(The meaning of this slogan is that someone's armpits will always be dry all day without disturbing activities).*

This slogan shows that deodorant products can keep our armpits dry while we do many activities that sweat. The slogan Loyal every time can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary. The slogan loyal every time explains that by using Rexona our armpits will always stay dry at any time wherever and whenever we are.

*Sariayu: cantik seutuhnya
(This slogan shows that someone looks completely beautiful with good care)*

The slogan above encourages women to always feel they have complete beauty after using this product. The slogan completely beautiful can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary. The word beautiful in this slogan explain that users who have fine hair and skin that is bright and soft after using this product, and looks pleasant and pleasing to the eye.

*L'oreal paris: because you're worth it
(women are valuable figures so they should always take care of their skin with something of high quality)*

This slogan wants to emphasize that this product has very good quality. This slogan encourages women to treat themselves to be the best, besides those women also deserve to be the best in everything, not only the best quality of life. The slogan because you're worth it can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary. the word worth in this slogan explains that the woman deserves the best. The word worth in this slogan explains that the woman deserves the best.

*Pixy: my beauty, my energy
(Beauty can give energy and self-confidence to someone)*

This slogan invites women to unleash their beautiful potential, which if a person looks beautiful, she will be confident, comfortable and energized. The slogan" my beauty, my energy" can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary. the word beauty in this slogan show that someone who looks beautiful will be more confident and have energy.

*Garnier : tampil cantik alami dengan garnier
(someone will look pretty like not using any treatment looks very natural).*

The purpose of this slogan is that by using this care product, the users can look beautiful and also naturally handsome even without makeup and this slogan can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary. This slogan explains the quality of this product that can make a person look naturally beautiful.

Lux : Declare your beauty

(a woman can confidently show everyone that she is beautiful and extraordinary)

The slogan above indicates in the conceptual meaning or better known as the meaning of denotation. This slogan is made so that the users of this product are privileged by women to be more confident with their appearance after using this product and aims to motivate women to let her beauty enchant those around which they look more fresh and beautiful than just being seen. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary. declare itself is to announce or show people about something which in this case the women who use this product dare to show their beauty to all of people.

Citra: kilau cantik alami

(Someone will look naturally beautiful as if they are not wearing anything).

This slogan shows that this product has a very good quality where its users will look naturally beautiful like not using any treatment and the slogan of “naturally beautiful luster” can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary. The word naturally explain that someone look beautiful even though not used makeup.

Biore : free your pores

(the pores will disappear with the best solution)

“Free your pores” can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary.

Poise: Bright Solution For Your Brighter Skin

(the meaning of the slogan is that there are good ways to lighten one's skin easily)

“Bright solution for your brighter skin” can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary. The word bright in this slogan is to show that poise products has the strength to care the skin.

Red A : ready to be me

(the meaning is that a person begins to be confident and ready to be oneself under any circumstances)

This slogan encourages women everywhere to always accept themselves as they are and remain confident and be themselves and the slogan of “ready to be me” can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary. The word ready in this slogan explain that all of women in the world must be their own self and always be confident.

Mustika ratu: pusaka indonesia

(beauty treatment that has become a legend that has been passed down from a traditional way and the quality is guaranteed)

"Pusaka Indonesia" shows that beauty can be treated from inside and outside using something natural and the slogan Indonesian heritage can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary. The word heritage in this slogan is to explain that there is an ingredient in this product that has been used for generations.

*You : long lasting beauty
(beauty will always shine throughout the day even though you have a busy activity).*

This slogan would like to show that if this product is used it will last long on the skin even though we have been active all day and we still look beautiful and the slogan "long lasting beauty" can be indicated in the conceptual meaning or better known as the meaning of denotation. Although in fact there is a possibility that there are differences in conceptual meanings in every language user, in this study it is assumed that conceptual meanings are meanings written in a dictionary. The meaning of the word beauty here that is the beauty that remains radiated and lasts even after a day of activities.

Connotative Meaning

Leech (1981:11) argues that Connotative meaning is the communicative value of an expression over and above its purely conceptual content. It is something that goes beyond mere referent of a word and hints at its attributes in the real world. It is something more than the dictionary meaning.

*Dove: all you need dove
(here shows that dove provides everything we want and we need)*

This slogan assures the reader or viewer that dove products provide a variety of desired skin and hair treatments and this slogan also shows that the product has excellent quality. The slogan titled "all you need is dove" is categorized into connotative meaning. Connotative meaning is a word or sentence that contains meaning that is not actually, can be said this connotation sentence as a word that has a phrase and does not directly refer to the actual sentence. Dove in the conceptual meaning is a bird. In connotative meaning dove is symbolizing a woman's personality that is synonymous with peace, loyalty, purity, gentleness and beauty.

*Zwitsal : beautiful ways to care for baby's
(This slogan makes it clear that there is a good way to take care of baby's skin and there is no need to worry about it).*

The slogan shows this product is very safe for baby's skin because it has been clinically tested, so there is no doubt about its quality and this product has a slogan that is "beautiful ways to care for baby's". The slogan "beautiful ways to care for baby's" can be indicated in connotative meaning. Connotative meaning is a word or sentence that contains meaning that is not actually, it can be said this connotation sentence as a word that has a phrase and does not directly refer to the actual sentence.

*Wardah: feel the beauty
(Beauty that radiates not only outside but has a kind heart as well)*

This slogan shows that the Indonesian women can make beauty as something that can be felt, which can increase self-confidence and all positive feelings possessed by these women so that they become better and more beautiful individuals in question that is not seen from external appearance only and the slogan is indicated as a connotative meaning which connotative meaning is a word or sentence that contains meaning that is not actually, can be said this connotation sentence as a word that has a phrase and does not directly refer to the actual sentence. Beautiful in the conceptual meaning or in denotative meaning is something that can be seen with

the eyes in other words, namely from the outward appearance. Whereas in this slogan, perceived beauty refers to positive feelings, self-confidence and also inner beauty which makes these women have better personalities.

*Marina : kecantikan bersemangat
(Here, it means that the inner spirit is always energetic and charming).*

The slogan shows that the women not only look beautiful but can be more active, stronger and more confident and the slogan "vibrant beauty" can be indicated in connotative meaning. Connotative meaning is a word or sentence that contains meaning that is not actually, it can be said this connotation sentence as a word that has a phrase and does not directly refer to the actual sentence. The meaning of the word vibrant here is the beauty of women who are active and strong and confident.

CONCLUSION

This study is conducted to find out the kinds of lexical ambiguity and the meanings of ambiguous expression found in beauty product slogans on TV advertisements in Indonesia TV channels. The kinds of lexical ambiguity consist of homonymy and polysemy. Meanwhile the meaning of ambiguous words consist of conceptual meaning, connotative meaning. After analyzing 20 brands, the study revealed that 16 slogans contain ambiguous words of which the meanings of ambiguous words are categorized as Conceptual meaning (because the meanings of the ambiguous words refer to the actual meaning) and the meanings of ambiguous words on 4 other brands categorized as Connotative meaning (because the meaning of the ambiguous words contain value of certain emotion). Meanwhile, the kinds of lexical ambiguity there are 8 brands slogans is homonymy and the 12 slogans is polysemy.

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